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U. S. D. A. State Ext. Service

College Station

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★ MAY 1 1936
U. S. DEPARTMENT OF AGRICULTURE

The Hook UP

Home Agent

County Agent

Extension Editor

A ROUND-ROBIN CIRCUIT LINKING FARM & HOME BROADCASTERS

Issued by the Radio Service of the Office of Information in co-operation with the Visual Instruction and Editorial Section of the Extension Service, United States Department of Agriculture.

Vol. 1

April, 1936

No. 3

Presenting

C. R. (Cy) Briggs, director of farm programs for the Oregon State station, KOAC, and for 11 years a county agent. Mr. Briggs gives us his ideas on "Radio and The County Agent" -- obviously a subject on which he speaks with authority. See page 2.

Harwood Hull, Jr., and A. Maria Palmer, in "Radioing At Home Abroad". Mr. Hull reports on broadcasting activities in Puerto Rico, and Miss Palmer tells about radio work in Hawaii. We think you'll find especially interesting Mr. Hull's account of how Puerto Rican farmers listen to the radio. On page 5.

F. E. Perkins, assistant extension editor, New Hampshire. A New Hampshire home demonstration agent did an effective bit of broadcasting which brought very definite results. This prompted Mr. Perkins to get out a circular letter headed "Radio Did This". We present the letter on page 6.

L. R. Combs, extension editor, Iowa, who writes about radio writing and speaking classes for Iowa State College faculty members. Page 3.

Also, on page 4, "Around the Dial" with reports from Missouri, Nebraska, Iowa, California, and Michigan.

And, of course, Morse Salisbury, commenting on the news of the month in "Right Off the Teletype" on page 7.

R A D I O A N D T H E C O U N T Y A G E N T
C. R. Briggs, Director Farm Programs, KOAC, Speaking:

Good afternoon. . . Yes, I represent the quickest way for you to get in touch with your people. . .

Oh I don't know. I don't think your problem is any different from mine. You have to get in touch with your customers just as I have to get past your stenographer to talk to you. . .

Well, all right, I'll grant that you do have a professional relation with your people. I thought so during the 11 years I was county agent. But just the same, you have to get in touch with them before you can advise them or sell them anything. . .

What I propose as a starter is that you take 15 minutes twice a week to tell your people about what it is that you sell -- these new ideas -- and tell them of demonstration meetings where they can see these ideas working out. . .

I'm not trying to be funny. And I know you aren't a preacher. What do you talk to the callers at your office about? You've had a lot of callers this year or so haven't you? . . .

Well, it seems to me if they are interested enough to come to your office to talk to you that they would be interested enough to turn the knob of their radio to hear you discuss the same thing. Easier to do that than to go to your office and wait their turn, or perhaps not find you in. . .

You know, that is the best part of this thing I'm selling: it costs so little. Right at first it costs more, but the more you do it the less it costs. I call the price "mental sweat." . . .

No, no, you make up your mind what you want to say and then come to the station and say it. . .

Well, Mister, you will never sweat more than I did the first afternoon I dictated a radio talk to Bessie Samuelson. I certainly had a tough three hours of it. But the next time it wasn't so bad. After I had been at it for three years I could sit down and write a talk as easily as visiting with you on the back porch. The fact of the business is that it would have been a lot easier in the beginning if someone had told me just to visit with someone else as they sat at their dinner table. . .

Sure; and if you don't get scared the first few times you're on the air there is something wrong with you. . .

I wouldn't put up my method of training as the best. You couldn't have much less school training than I had. I attended a journalism class three times; long enough to learn what a "lead" is, and then had to go to a chemistry class I had been skipping.

No; I didn't take any public speaking in college. Took it and a lot of other things when I went to work at a radio station. . .

But either talking or writing; speech teachers have you talk, and journalists have you write the very first thing. I did like the 4-H club kids do: "learned to do by doing."

Well, the way I see it a fellow can go right on talking to individuals one by one until he is so tired that

(Continued on page 3)

RADIO AND THE COUNTY AGENT
(Continued from page 2)

he doesn't know his name -- answering over and over again the same questions, hurrying out circular letters, trying to attend three meetings in one night in an effort to keep in touch with his people. . .

Listen! Why don't you give your people a chance to work with you? You talk to them in your own way. They will look for you and listen. They want to try to help you. . .

Yes, I know that the free horse will be ridden to death if he will let people do it. But your people will help you; they arrange for meeting places, they go there and start the fire, and they put on demonstrations for no other reason than to help you. They'll help you on this too. . .

Well, that's fine. I'll be listenin'.

CIRCUMVENTING THE WEATHER

Snow-blocked roads in Iowa during February led Earl N. Shultz and George Strayer, of the Extension Service, to use radio as a means of maintaining contact with newly organized rural young people's groups. County organizations of rural young people between the ages of 20 and 30 have increased rapidly the past year and a State-wide organization was perfected in early February. Because of the roads a series of important meetings was cancelled. So Mr. Schultz and Mr. Strayer arranged two noonhour broadcasts a week over WOI during the latter part of February and the forepart of March and sent notices to all the rural young people's groups. They used these broadcasts to discuss various matters that they had planned to talk over at the meetings.

THE FACULTY GOES TO SCHOOL
By L. R. Combs,
Extension Editor, Iowa

Three evening classes for members of the college staff were conducted at Iowa State College during January by Dr. Guy S. Greene, head of the department of public speaking, and A. G. (Andy) Woolfries, announcer for the college radio station WOI. The class had an average attendance of about 70.

A part of one evening was spent on discussion of writing radio talks. The remainder of that evening and the other two periods were devoted to discussion of radio speaking. The public speaking department has equipment for recording speeches and dialogues. The broadcaster may either go to the public speaking studio and record his voice or he may have an actual radio talk recorded. Records of the voices of those so desiring were broadcast in the studio of WOI where the classes were held, and the voice appraised by Dr. Greene and the class.

Dr. Greene prepared a check list of faults in delivery which the students used in scoring the voice. Through these clinics speakers were informed of good and bad points regarding pitch, inflection, quality, tempo, enunciation and similar qualities. The "mental attitude" of the speakers, as indicated in their tone and manner of speech, was scored on two points: realization of content, and sense of communication between the speaker and the audience.

As a result of the radio classes, numerous members of the college staff who broadcast frequently have had their voices recorded and have obtained further help from Dr. Greene and Mr. Woolfries.

Please send contributions to Alan Dailey, Radio Extension Specialist, USDA

AROUND THE DIAL
(Through the Cooperation of the United States Mail)

MISSOURI

The Andrew County Extension Service used two 15-minute periods from 11:45 to 12:00 each month during the last half of 1935. Beginning with 1936 we are using one period each week. This time is divided between the county agent and Freida Mae Bennett, home demonstration agent, about equally.

At present we are using alternately four types of programs: general agricultural information; 4-H clubs; farm and home questions and answers; and home economics information. As an added feature a few minutes the first half of each month is devoted to agricultural outlook information.

Since the first of the year we have been using local talent for music, singing, readings, etc. Results from this added entertainment have been gratifying and we expect to continue to use about one-third of each period for this type of material. (Wayne M. Sandage, County Agent, Savannah.)

NEBRASKA

We began a series of "Farm Topics" over Station WJAG January 2 and have used each Thursday since at 11:30 for our extension program. They give us 14 minutes at this time. The station is in my county, Madison. I act as chairman of this program and arrange speakers. County agents of adjoining counties and extension specialists are used when available.

A few farmers are listening but we feel that it takes a long time to build up an audience.

Later, I plan to get some farmers and farm women to talk. (J. H. Williams, County Agent, Battle Creek.)

IOWA

L. R. Combs reports that two new county agent-Farm Flash radio programs have recently been scheduled over Stations WKBB, Dubuque, and WSUI, the Iowa University station at Iowa City. In each case the county agent talks for seven minutes at 11:50 on Mondays. The Farm Flash syndicate programs are broadcast on the other days of the week.

Addition of these two new programs makes a total of eight county agents and two home demonstration agents in Iowa broadcasting one or more times a week over their local stations.

For the first time in Iowa, a memorandum of agreement was drawn up for the Dubuque program.

CALIFORNIA

We are featuring guest speakers on our programs now as much as possible. Since we are located in the State capital, a number of such speakers are available on various agricultural topics including forestry, farm credit, marketing agreements, and so on. (E. L. Stanley, County Agent, Sacramento.)

MICHIGAN

We are planning to further expand our program here at WKAR on April 1, at which time we will add two more hours of broadcasting, bringing our total to eight hours each day or a total of between 40 and 45 hours per week. That is now getting about the place where we would like to have it. The additional hours will be taken up in classroom broadcasts and other such features. (R. J. Coleman, Director, WKAR, Michigan State College.)

R A D I O I N G A T H O M E A B R O A D

P. R. PROGRAMS IN SPANISH

By Harwood Hull, Jr.

In October, the Extension Service in Puerto Rico started a weekly program, broadcast in Spanish, every Tuesday from 5:30 to 6:00 p.m. over Station WKAQ in San Juan. Though we are really only beginning, the comments coming in from farmers all over the island are certainly encouraging and lead us to believe that the extension service program will soon be a popular feature.

Radio broadcasting to farmers in Puerto Rico presents different aspects from those encountered in the United States. Though the island is almost an entirely agricultural country, only a relatively small portion of the truly rural section is supplied with electric current. Many farmers live on their small farms back in the mountains many miles away from town and are generally far too poor ever to think of owning a radio. The greater part of these small farmers, however, gather at the end of the day at the local stores along the highways to buy their purchases for the coming day. Here, there is almost always a radio of some kind tuned on whenever there is a program on the air. The extension agents and the home demonstration agents have, through their close contact with the farm families, urged them to "listen in" at these small stores. Results are most heartening. From Vega Baja the extension agent writes that at one store more than 60 farmers had gathered to hear the broadcast.

A great many families living in town own radios. These, from all reports, listen to the program regularly.

Our programs are made up of short talks on practical agricultural topics presented by the specialists, the agricultural extension agents, and the home demonstration agents while farm men and women and 4-H club members are "tied in" whenever possible. Music plays an important part in "livening up" the program and making it of interest to a broader field of listeners.

(Mr. Hull is in charge of publicity for the Extension Service, Rio Piedras, P. R.)

FROM THE LAND OF LEIS

By A. Maria Palmer

Our department (the Agricultural Extension Service) has carried a program every Thursday from 12:30 until 12:45 since July 1930 over Station KGU, Honolulu, Hawaii.

The problems of a program in Hawaii are a little different from the problems in the States as we can only broadcast in Honolulu. The extension agents who are located on the other islands do not have an opportunity to contribute, except occasionally, to the regular broadcast.

Although we have no way of determining to what extent our programs reach the people of the islands, we consider that they are worthwhile and are striving constantly to improve them.

(Miss Palmer is Secretary to the Director, and is in charge of radio programs for the Extension Service, Honolulu, Hawaii.)

"R A D I O D I D T H I S"

By F. E. Perkins, Assistant Extension Editor, New Hampshire

One whole community in Rockingham County will get the latest labor-saving ideas in house cleaning, all because the home-demonstration agent knew how to use radio effectively.

Its "official" leaders had previously declared that the community was not interested in the agent's "cleaning basket" project. But when the agent went on the air to advertise the training meetings the day before they were to begin, a woman in the community which had bolted this program heard the radio talk, decided the training would be valuable, persuaded another leader to accompany her, and the two appeared at the training school the next day.

Thus the direct established result of about one-half day's work at an office desk, 10 minutes before the microphone, and 25 miles of travel is one new community added to the enrollment in an extension project. You can figure out for yourself a lot of indirect benefits -- a community more completely sold on extension work in general, other listeners inspired and helped by the talk itself, greater prestige for the extension service and for the particular agent, etc.

Nobody needs to tell Mrs. Anita Babb that she gave a good talk. She had just returned home and to work after several weeks in the hospital with a broken ankle. So she opened her broadcast with a few comments on how good it was to get home again and recited Edith G. Read's poem "Heart Strings in the Home," to show how she felt. Then she told about finding layers of dust on her furniture because of her long absence, how she didn't mind this because she had a hankering to clean house anyway.

She continued with a discussion of house cleaning and arrangement to make a home more livable. Finally she discussed cleaning materials, concluding with the remark that what she had already said was "just an introduction to the many interesting subjects which will be discussed at the training schools on 'The Cleaning Basket.' " The speech was concluded with a statement of the dates and places of the schools, a final "plug" for good attendance, the offer of her services at any time, and suggested bulletins to read at home.

The entire manuscript totaled only 800 words. It met about all the requirements of good radio speech -- it was personal throughout, it opened with a little entertainment, it gave attractive and timely information but not too much, it told where more details could be obtained, it called for immediate action.

ANOTHER AGENT GETS "MIKE"

Station WMC, Memphis, has recently installed a microphone in the office of County Agent L. J. Kerr.

Mr. Kerr is in charge of a Tri-State extension program five days a week, 11:00 to 11:15, in cooperation with county and home agents in northern Mississippi, eastern Arkansas, and western Tennessee.

Arkansas agents have four days each month, Mississippi agents four days, west Tennessee farm and home agents each have four, and Mr. Kerr's office takes the remaining days.

RIGHT OFF THE TELETYPE

(And onto the Hook Up)

Washington, D. C., April 20 -- Civil Service examination for radio writers produced a small register of eligibles. Francis Perkins of New Hampshire appointed to one vacancy in the Department Radio Service from register. This is the only change in radio personnel that we have learned about during the past month. Perkins' successor at New Hampshire not yet chosen.

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Camden, N. J., April 20 -- Farm paper editors of the Nation and officers of the Department of Agriculture today saw exhibition of present status of television. As a laboratory toy television is here already. It gives pleasurable listening for the home. Editors and Department officers saw and heard by television at a point a mile away from the actual scene of action Camden fire department putting out blaze, members of visitors' group making informal talks, good reproductions of movie news reels and comedy shots.

RCA officers explained that two problems yet remain to be whopped before television is a day-to-day adjunct to the American home -- where in radio frequency spectrum to find huge bands of frequencies necessary to transmit television; how to finance daily production of programs which will be more expensive than sound programs of the present. Experimental transmission under field conditions will start in New York City from RCA studio, 85th Floor, Empire State Building, on June 1. Federal Communications Commission will hold hearing to gather data on how to satisfy frequency requirements of television, and other phases on June 15. Advise all agricultural broadcasters watch this field closely in coming months. Developments may be fast.

Washington, D. C., April 23 -- Conflicts Sub-Committee of Federal Radio Education Committee will meet April 28 and 29 to determine what FREC may do to resolve conflicts between educators and commercial broadcasters. Land-Grant College and Department of Agriculture people on the committee include President A. G. Crane of the University of Wyoming, Chairman, H. B. McCarty of the University of Wisconsin, station WHA, and M. S. Eisenhower, Director of Information, U.S.D.A. More of this later.

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Washington, D. C., April 22 -- Watch closely development of new radio technique for information programs in new WPA project being operated by Federal Office of Education. Office of Education has staff of 54 skilled in radio writing and production turning out three or four series of weekly educational programs for broadcast by NBC and Columbia. Salisbury of the U.S.D.A. acting as adviser on natural and social science programs. Reports that project is turning out new scripts unusually high in both educational and entertainment value. Report on experience will be ready next issue.

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Madison, Wis., April 23 -- H. L. Ebanks, Department of Speech, University of Wisconsin, has compiled bibliography of radio speaking and writing. Made available through A. W. Hopkins of College of Agriculture for mimeographing by Radio Service, U.S.D.A. Copies will be forwarded in due course to extension editors and others for their use in studying technique of using radio in agricultural education.

Your reporter,
Morse Salisbury.

